

ABSTRACT

2 A system and method (the “Channel Dancer”) of delivering broadband
3 content that has been personalized for a recipient user is disclosed. By excelling in
4 the personalization of the user’s view of broadband content on the Internet and
5 otherwise, the system and method develop “stickiness” with the user that maximizes
6 the benefits and effectiveness of advertising and related activities. The system
7 preferably comprises a network operations center (“NOC”) that receives and
8 packages content, with promotional materials, on virtual channels, a transmission
9 medium that transmits the virtual channels, a broadband ISP with a point-of-
10 presence (“POP”) server that receives the virtual channels and routs virtual channels
11 to a user machine, based on requests received from client software (the “client”)
12 resident on the user machine and filtering performed by the client based on a
13 personal profile of the user.